

CHAPTER 1

Overview



The PSYOP mission is derived from the supported unit's mission. This manual describes basic PSYOP techniques and procedures the commander and planners use to accomplish their missions. It shows how PSYOP personnel may use these techniques and procedures to change the behavior of a target audience, to capitalize on other assets, to project power, and to assess the effect of PSYOP in support of the commander in chief's (CINC's) theater campaign plan. The appendixes further describe recommended formats, technical capabilities, and techniques. (DO NOT CONFUSE THE PSYOP CAMPAIGN WITH THE THEATER CAMPAIGN PLAN, WHICH IT SUPPORTS.)

PSYOP in the Operational Continuum

PSYOP function in peace, conflict, and war. They support special and conventional operations as a force multiplier. For example, during building-clearing in urban operations, PSYOP personnel use loudspeakers to convince belligerents that their position is untenable and to encourage them to cease hostilities. This use of loudspeakers, combined with demonstrations of firepower, can reduce casualties. Loudspeaker operations were effective in urban operations in the 1989 Operation Just Cause in Panama.

To be effective, PSYOP must be an integral part of their commander's mission planning process. PSYOP may be particularly effective in—

- Reducing the intensity and duration of armed combat.
- Making armed combat unnecessary.
- Taking advantage of an opponent's psychological stress during combat operations when armed conflict is used as a psychological weapon.

Special Operations Imperatives

As a special operations (SO) element, PSYOP are planned and employed based on the SO imperatives (Figure 1-1, page 1-2). These imperatives give focus to special operations forces (SOF) and SO doctrine in the operational continuum. They

require that PSYOP personnel plan and execute military PSYOP in accordance with (IAW) national policy guidelines. For a complete discussion of the SO imperatives, see FM 100-25.

PSYOP Capabilities and Limitations _____

The PSYOP unit’s ability to accomplish its mission is directly related to the scope of the mission and the PSYOP assets available. PSYOP support to a commander is based on a number of internal and external factors (Figure 1-2, page 1-3).

PSYOP Cycle _____

The PSYOP cycle aids in converting the mission into programs of support. (See Figure 1-3, page 1-4). The cycle consists of three phases: assessing, planning, and executing. During these phases, the PSYOP personnel apply the following processes:

- Intelligence gathering.
- Target audience analysis.
- Product development.
- Media selection.
- Media production.
- Dissemination.

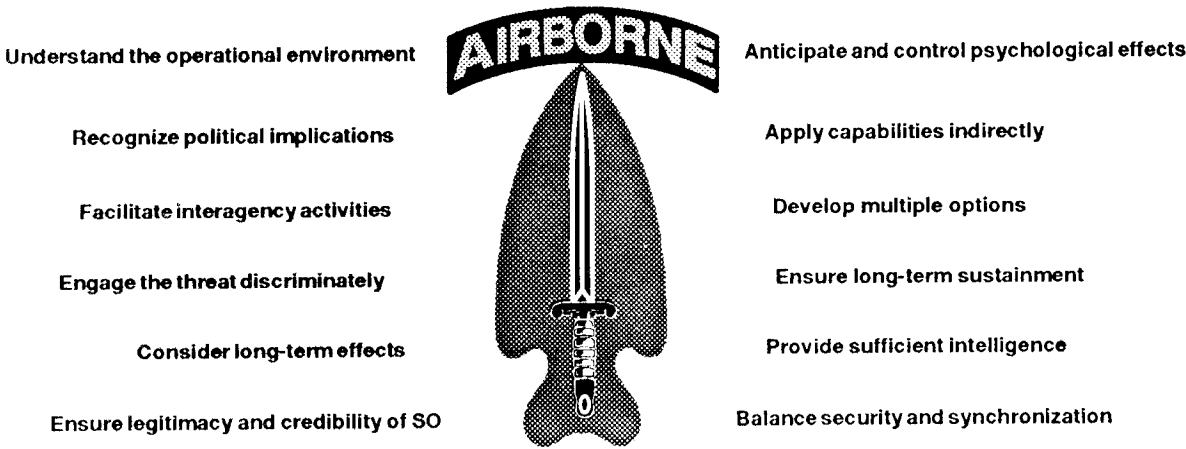


Figure 1-1. SO imperatives.

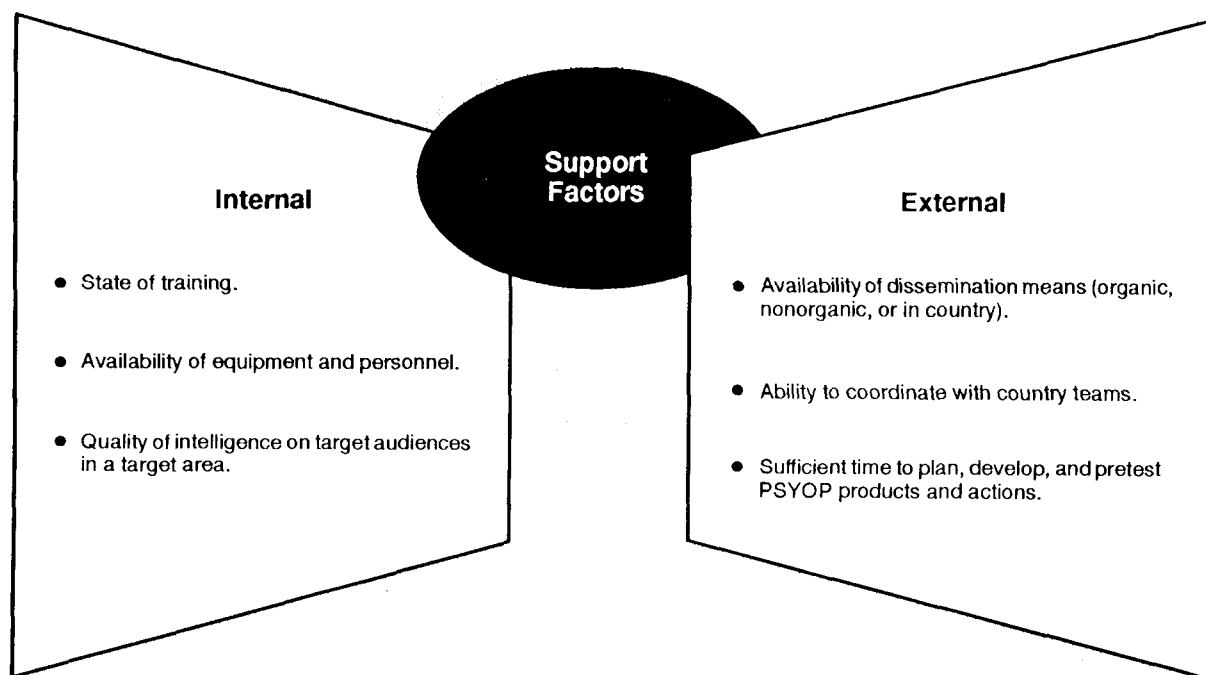


Figure 1-2. Internal and external support factors.

Monitoring is applied continuously during the cycle. During assessment, PSYOP personnel gather intelligence information. As part of this process, they consider their own situation, environmental influences, target audience, and they collate information. During planning (target audience analysis, product development, and media selection), they analyze the mission, compare courses of action (COAs), develop recommendations (decisions), and tailor assets. Execution includes media production and dissemination. In applying these processes, PSYOP personnel pretest and posttest the product and modify it based on feedback.

Summary

Developing and executing a PSYOP campaign in support of a theater campaign plan is a dynamic application of the PSYOP cycle to produce behavior changes in target audiences that aids military operations and supports the commander's mission accomplishment. The chapters in this manual outline the processes through which PSYOP personnel develop PSYOP supporting plans, products, and actions. These supporting plans, products, and actions, combined with the actions of other agencies, yield a PSYOP campaign in support of the theater campaign plan. This cycle must be continuous, evolutionary, and closely coordinated with the supported forces combat operations.

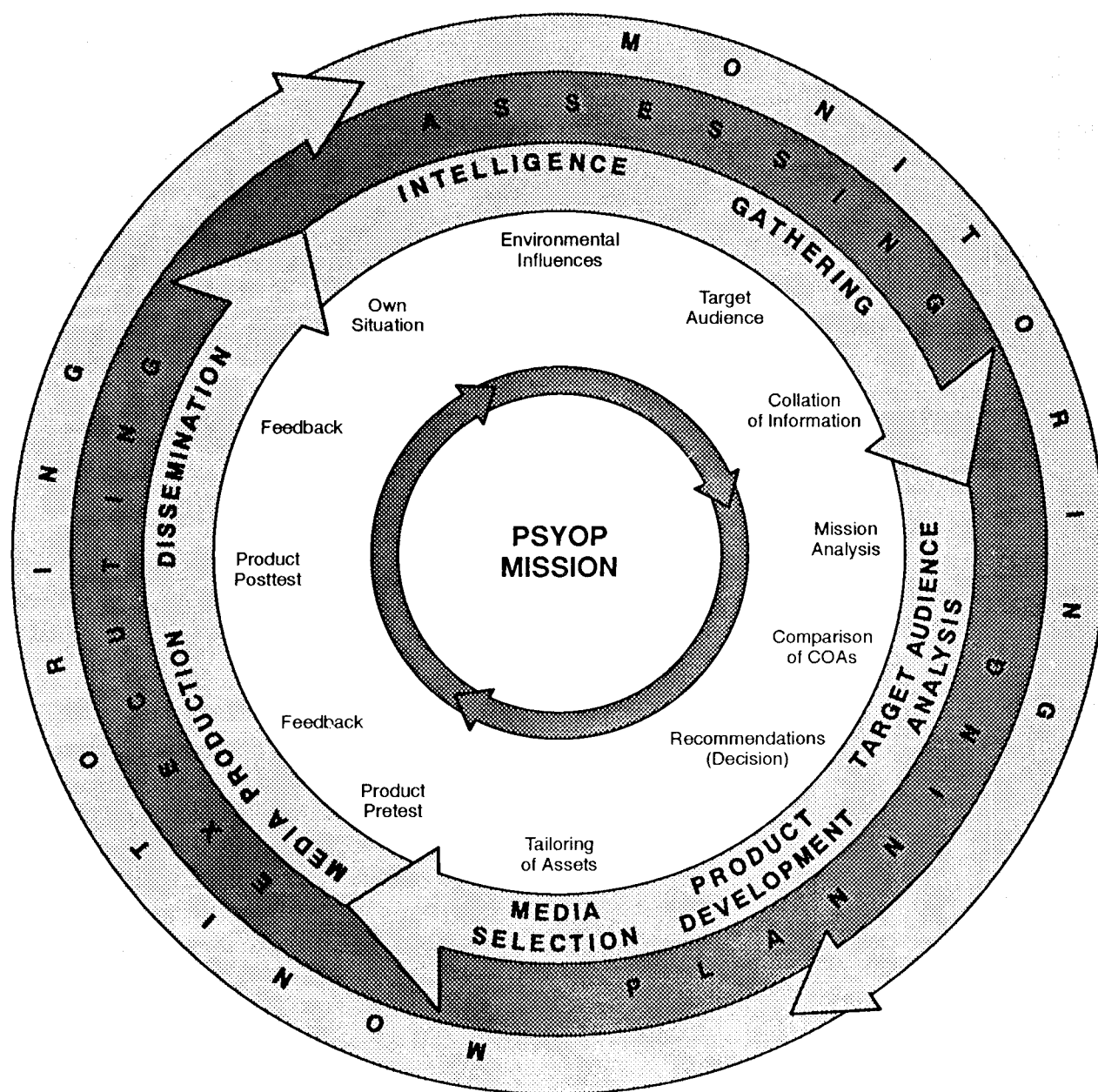


Figure 1-3. The PSYOP cycle.